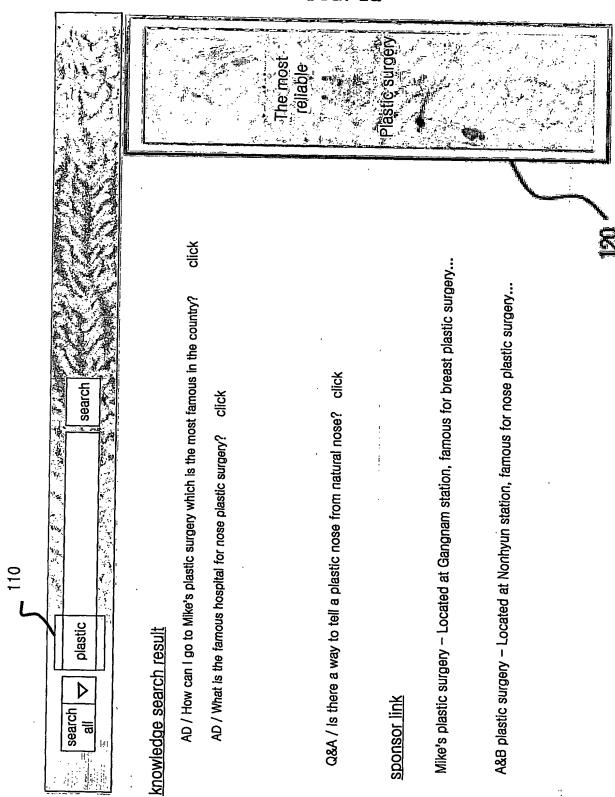
FIG. 1a



### FIG. 1b

### Banner advertisement

When a specific keyword is searched, a banner which you registered to a search engine will be shown to users,

### Question guide advertisement

According to a keyword selected, a question guide which you registered to a search engine will be shown to users as a search result,

### Sponsor link

On the top of a directory search result, a search result to a keyword selected will be shown to users without moving to another location.

## Directory banner advertisement

When a specific directory is searched, a banner which you registered to a search engine will be shown to users.

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FIG. 2

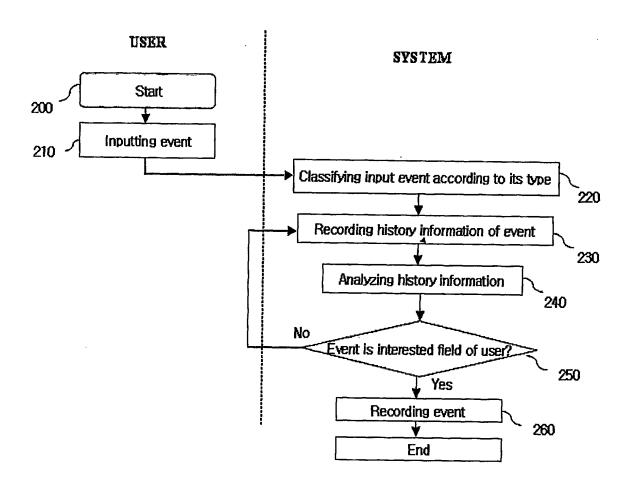


FIG. 3

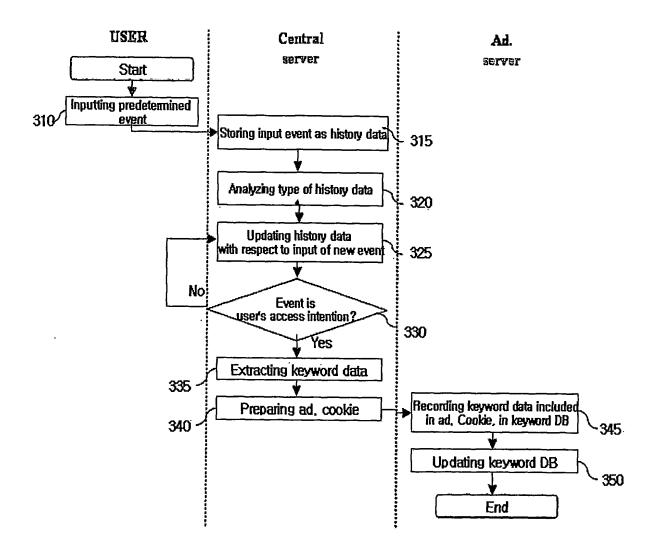


FIG. 4

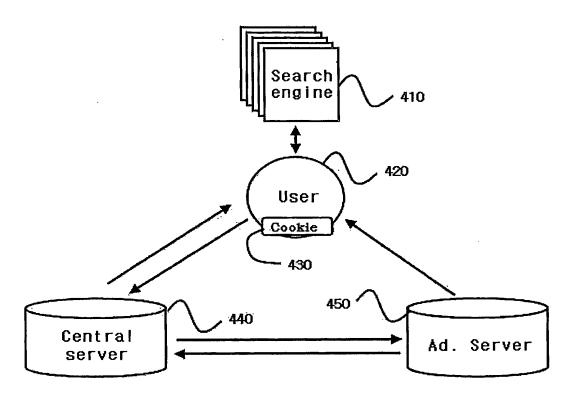


FIG. 5

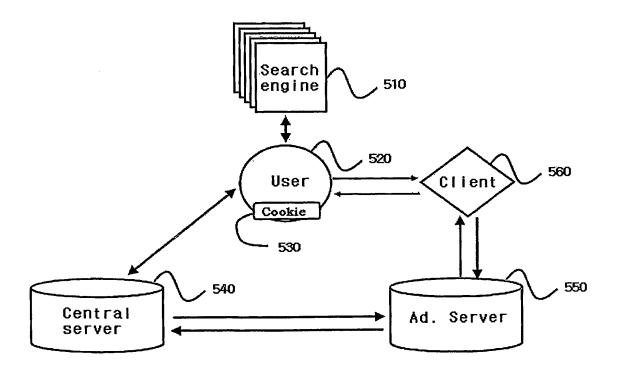
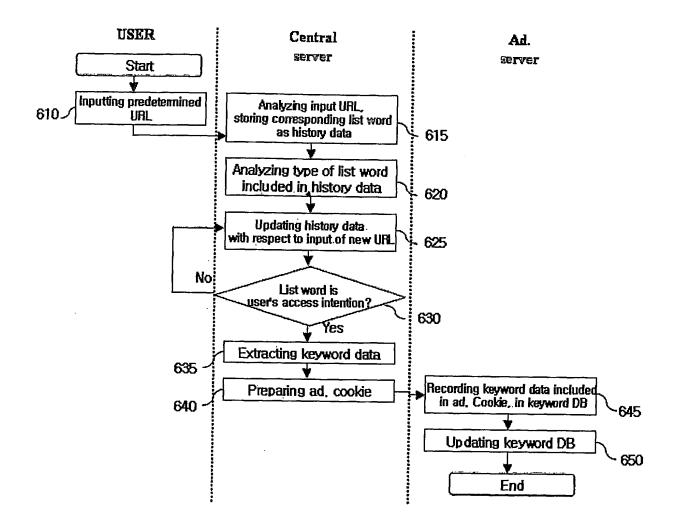


FIG. 6



## FIG. 7a

## Keyword plus banner advertisement

- When a user who has searched a specific keyword searches another keyword, a banner which you resistered to a search engine will be repeatedly shown to the user.
- Since an ad. banner is repeatedly shown to a user, the user need to see the ad. Banner at all times.

# FIG. 7b

## Keyword plus banner advertisement

|                       |                          |                                     |  | 751                          | 752  |
|-----------------------|--------------------------|-------------------------------------|--|------------------------------|--|
| Keyw                  | vord<br>er dellvery      | Purchase status  Purchase completed | Contract period<br>2002-04-07~<br>2002-07-08 | Unit price per month 428,000 | Expected number of possible impressions 32,000 |
| <br>Flow              | er service               | Purchase completed                  | 2002-04-07~<br>2002-07-08                    | 150,000                      | 3,600  |
| Flow<br>on-li<br>cons |                          | Purchase possible                   | 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1     | 100,000                      | Less than 2000                                 |
|                       | er delivery<br>ping mail | Purchase possible                   |  | 100,000                      | Less than 2000                                 |
| :                     |                          |                                     |  |                              |  |

FIG. 8

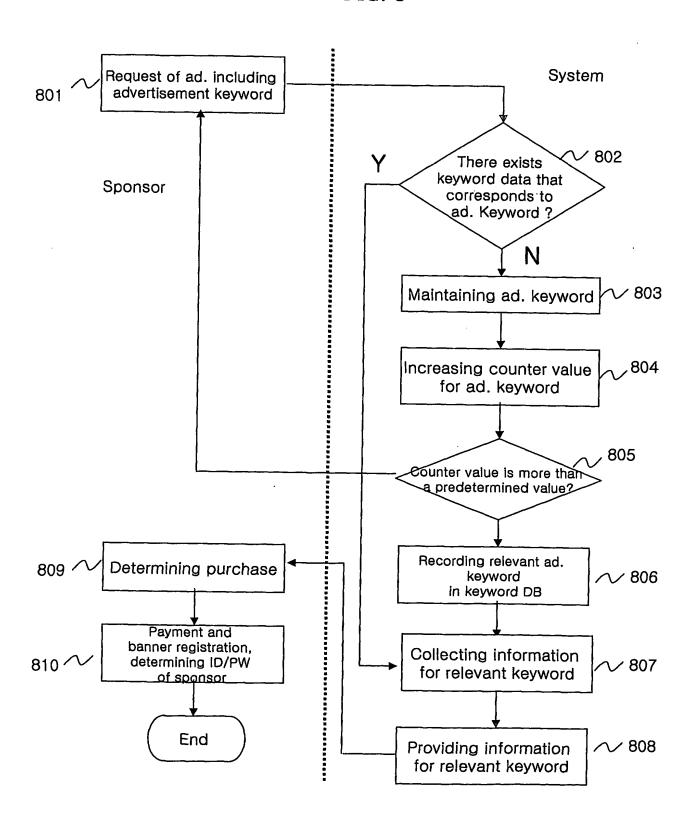
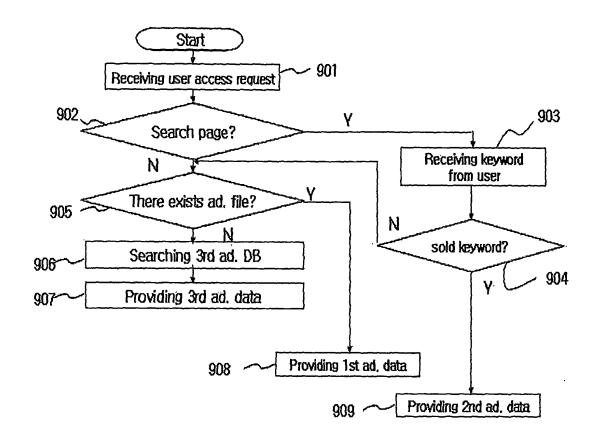
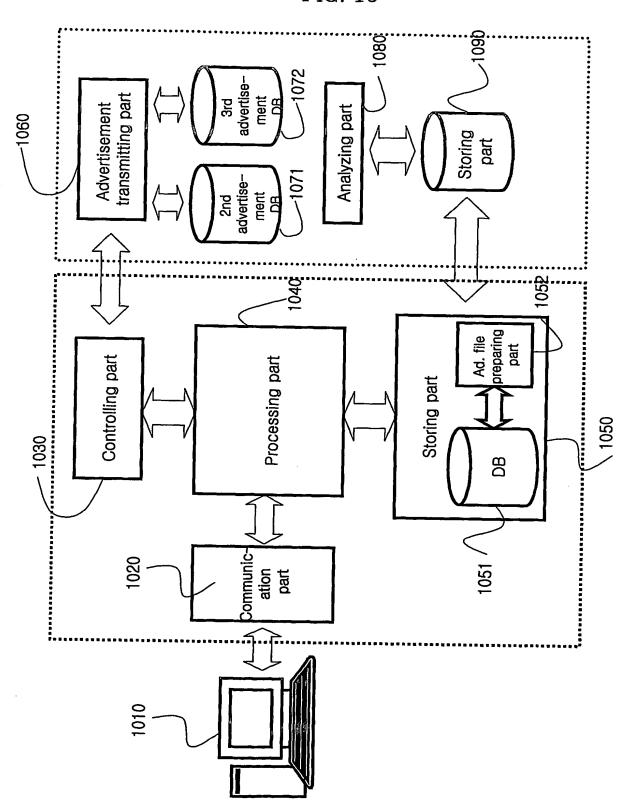


FIG. 9



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FIG. 10



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FIG. 11

